HUE

COMPANY PROFILE · 2026

# Twelve specialist teams. One brand.

Strategy · Creative · Technology · Growth — Egypt · Saudi Arabia · Gulf

huecreative.agency

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# Executive summary

HUE Creative Group is a creative and growth group founded in 2024, working with brands in Egypt, Saudi Arabia and the Gulf.

The group has twelve specialist units covering strategy, production, social, paid media, websites, business systems and automation.

An in-house team of more than 40 people, with one account lead who sees the whole picture for every client.

We have worked with more than 65 brands, and 70% of our clients have stayed with us since their first project.

Every plan is written with clear goals and KPIs, and every result is measured and reported monthly.

# One group. Twelve specialisms.

HUE Creative Group brings strategy, creative production, social, paid media and e-commerce growth under one roof.

HUE was founded in 2024 on a simple observation: brands hire one agency for design, another for ads, a third for social and a fourth for the website — then spend their time coordinating them instead of growing.

So we built a group of twelve specialist units and an in-house team of more than 40 people. Each unit has its own tools, but they plan together and answer to the same numbers. We work with brands in Egypt, Saudi Arabia and the Gulf — from clinics and restaurants to factories and retailers.

**2024**
Founded

**12**
specialist units

**40+**
people in-house

VISION

**To be the creative and strategic partner ambitious brands in Egypt, Saudi Arabia and the Gulf choose when they want to grow.**

MISSION

**To give every client one clear plan, deliver it with specialist teams, and measure it in numbers everyone understands.**

VALUES

| | |
|---|---|
| **Bold, not loud** | We put forward the strongest idea, not the safest — and explain why. |
| **Precise** | Every decision rests on data, and every result is written as a number. |
| **Market-fluent** | We write Arabic the way it's spoken, and we know Cairo audiences aren't Riyadh audiences. |
| **Partners, not vendors** | We work alongside your team and tell you the truth, even when it isn't comfortable. |

# By the numbers

**65+**

brands we have worked with

**40+**

people on our in-house team

**70%**

of our clients have stayed with us since their first project

**2024**

the year we were founded

**12**

specialist units

**2**

home markets: Saudi Arabia & Egypt

* The brand count is taken from the clients published on our website, rounded down to the nearest 5.

# We start with the problem, not the service list.

01 **You're launching something new**
Name, identity, launch campaign and the first 90 days of media — one plan, one team.

02 **Ads that don't pay back**
We audit the spend, rebuild targeting and creative, and send you cost per result every week.

03 **A brand that looks different everywhere**
One strategy and one visual system across social, packaging, retail and web.

04 **An online store that stopped growing**
Conversion fixes, product content and paid growth for Shopify and WooCommerce.

05 **Healthcare, with strict rules**
Marketing for clinics, doctors and pharma, built around medical-advertising rules in Egypt and Saudi Arabia.

06 **Content that never ships on time**
A monthly calendar, a production team and approvals in one place.

07 **A website that doesn't sell**
A fast, bilingual website, store or app built to turn visitors into customers.

08 **Customer data all over the place**
CRM, sales and HR systems built to fit your company, with automated WhatsApp replies so no customer waits.

# The group model

Each unit is a specialist team with its own tools; all of them plan together and answer to the same numbers under one account lead.

01
**HUE Performance**
Paid media & performance ads

02
**HUE Studio**
Creative production

03
**HUE Strategy**
Brand & marketing strategy

04
**HUE Social**
Social media management

05
**HUE AI Studio**
AI-assisted creative

06
**HUE Retail Growth**
E-commerce growth

07
**HUE Health Marketing**
Healthcare & pharma marketing

08
**HUE Launch**
New brand & product launches

09
**HUE Digital**
Websites & app development

10
**HUE Systems**
CRM, sales & HR systems

11
**HUE Automation**
Automation & smart replies

12
**HUE Labs**
Testing & experimentation

07.1 · HUE Performance · HUE Studio

# HUE **Performance**

**Paid media & performance ads**

Media planning and buying across Meta, Google, TikTok, Snapchat and LinkedIn, optimised every week against cost per lead and return on ad spend.

### THE PROBLEM

Ad spend keeps rising, results don't, and nobody can tell you which campaign actually sells and which one just burns budget.

### WHAT YOU GET

- Media strategy and budget split across channels
- Campaign setup and tracking (Pixel, Conversions API, GA4)
- Ongoing creative and message testing
- Audience segmentation and retargeting
- A weekly report and a monthly performance review

### HOW WE WORK

- **Audit** — We review current accounts, tracking and spend to find where money leaks.
- **Plan** — Goal, channels, budget and KPIs are agreed before any ad goes live.
- **Launch & test** — We launch several variants and let the numbers pick the winner.
- **Scale** — We double down on what works and cut what doesn't, week after week.

# HUE **Studio**

**Creative production**

Graphic design, motion graphics, product photography, commercial video and UGC — from the idea to the final cut for every platform.

### THE PROBLEM

Beautiful content nobody stops scrolling for, or fast content with no identity — either way, ads nobody remembers.

### WHAT YOU GET

- Graphic design and visual identity
- Motion graphics and animation
- Product photography and video
- Commercial video production
- User-generated content (UGC) ads

### HOW WE WORK

- **Concept** — We start from the message, audience and platform, not a template.
- **Pre-production** — Script, moodboard and a clear shoot schedule.
- **Production** — Shooting, design and editing with our own team and kit.
- **Delivery** — Cuts ready for every size and platform, plus variants for ad testing.

07.2 · HUE Strategy · HUE Social

# HUE **Strategy**

**Brand & marketing strategy**

Market and audience research, brand positioning, brand architecture and campaign planning — so you know where to compete and why customers will choose you.

### THE PROBLEM

The brand tries to speak to everyone and convinces no one, and the team executes without a clear, shared message.

### WHAT YOU GET

- Brand strategy
- Market research and competitor analysis
- Positioning and brand architecture
- Campaign planning
- Consumer insight and segmentation

### HOW WE WORK

- **Research** — Interviews, data and a review of competitors and the market.
- **Diagnosis** — Where the brand stands today and what's holding it back.
- **Strategy** — Positioning, message, audience and priorities in one document.
- **Activation** — We turn the strategy into a campaign plan the team can execute.

# HUE **Social**

**Social media management**

Content strategy, monthly calendars, copywriting, community management and influencer integration — on every platform your audience uses.

### THE PROBLEM

Posting is irregular, comments and messages go unanswered, and the accounts don't reflect the brand's real standard.

### WHAT YOU GET

- Social media strategy and planning
- Monthly content calendars and creation
- Community management and replies
- Arabic and English copywriting
- Influencer collaboration

### HOW WE WORK

- **Foundation** — Brand voice, content pillars and platforms are agreed.
- **Calendar** — A monthly plan approved before the month starts.
- **Publish & engage** — Posts go out on schedule and replies go out daily.
- **Report** — Growth, engagement and top posts — and what we'll change.

07.3 · HUE AI Studio · HUE Retail Growth

# HUE **AI Studio**

**AI-assisted creative**

We use AI tools for ideation, visual concepts, moodboards and concept testing before production — while the creative call stays with our team.

### THE PROBLEM

Reaching the right idea takes too long, and production starts before the idea has been tested.

### WHAT YOU GET

- Idea and concept generation
- Visual concept development
- Moodboards and art direction
- Concept testing before production

### HOW WE WORK

- **Brief** — Goal, constraints and audience are defined.
- **Explore** — Dozens of directions in a short time.
- **Select** — Our creative team picks and develops the strongest.
- **Hand-off** — Concepts ready for production or testing.

# HUE **Retail Growth**

**E-commerce growth**

Store advertising, conversion-rate optimisation, storefront audits and scaling strategies for Shopify and WooCommerce stores in Egypt and the Gulf.

### THE PROBLEM

Traffic reaches the store but doesn't turn into orders — or turns into orders at a cost higher than the margin.

### WHAT YOU GET

- Shopify and WooCommerce ads management
- Conversion-rate optimisation (CRO)
- E-commerce scaling strategies
- Full storefront audits
- Regional e-commerce market entry

### HOW WE WORK

- **Audit** — We trace the journey from ad to checkout.
- **Fix** — The biggest leaks get fixed first.
- **Grow** — Ads aimed at the most profitable products.
- **Measure** — Sales, cost and return reported per channel.

07.4 · HUE Health Marketing · HUE Launch

# HUE **Health Marketing**

**Healthcare & pharma marketing**

Marketing for clinics, doctors, hospitals and pharma: product launches, healthcare-professional engagement, patient education and medical brand building — within medical-advertising rules.

### THE PROBLEM

Healthcare runs on trust first, and its advertising is governed by strict rules — generic marketing doesn't know the difference.

### WHAT YOU GET

- Pharmaceutical product launches
- Healthcare professional (HCP) engagement
- Patient education and awareness
- Medical and clinic brand building
- Content aligned with regulators' requirements

### HOW WE WORK

- **Framework** — We map what is and isn't allowed by each market's regulator.
- **Message** — Accurate, evidence-based content in language patients understand.
- **Review** — Every asset is medically reviewed before publishing, and approved by you.
- **Measure** — Bookings and enquiries, not just likes.

# HUE **Launch**

**New brand & product launches**

An end-to-end launch system for new brands and products: naming and identity, market-entry strategy, the launch campaign, and support before and after launch.

### THE PROBLEM

A launch is one shot, and most brands go in with an unfinished identity, an unclear message and a budget spread without a plan.

### WHAT YOU GET

- Naming and identity development
- Market-entry strategy
- An integrated launch campaign
- Pre-launch and post-launch support
- Messaging and brand storytelling

### HOW WE WORK

- **Build** — Name, identity and message.
- **Tease** — Build anticipation before launch day.
- **Launch** — An integrated campaign on the right channels.
- **First 90 days** — Continuous optimisation until sales settle.

07.5 · HUE Digital · HUE Systems

# HUE **Digital**

**Websites & app development**

We design and build company websites, online stores, landing pages and mobile apps — fast, bilingual and built to turn visitors into customers.

### THE PROBLEM

An old, slow site that struggles on mobile loses the visitor your ads paid to bring in.

### WHAT YOU GET

- Company websites in Arabic and English
- Online stores (Shopify, WooCommerce and custom builds)
- Landing pages for ad campaigns
- Mobile apps
- User experience and interface design (UI/UX)
- Hosting, maintenance and ongoing improvement

### HOW WE WORK

- **Plan** — Goal, audience and site map before any design.
- **Design** — Screens you approve on mobile and desktop.
- **Build** — Fast, secure code with tracking and forms wired in.
- **Launch & support** — We launch, monitor and keep improving.

# HUE **Systems**

**CRM, sales & HR systems**

We build custom business systems, fast: customer management (CRM), sales, quotations and invoices, HR and reporting dashboards — in Arabic and English, on any device.

### THE PROBLEM

Customers live in spreadsheets, quotes in WhatsApp and attendance on paper — and nobody sees the full picture in time.

### WHAT YOU GET

- Customer management and pipeline tracking (CRM)
- Quotations, invoices and collections
- HR, attendance and payroll systems
- Real-time reporting and KPI dashboards
- User roles and a log of every action
- Integration with WhatsApp, email and your current tools

### HOW WE WORK

- **Analyse** — We map your current workflow and where it breaks.
- **Design** — Screens and flows approved before any code.
- **Build** — A first working release in weeks, not months.
- **Run** — Team training, then ongoing support and improvement.

07.6 · HUE Automation · HUE Labs

# HUE **Automation**

**Automation & smart replies**

Chatbots and automated WhatsApp replies, lead follow-up automation, and your ads and forms wired into your systems — so no customer is lost to a slow reply.

### THE PROBLEM

Messages arrive at midnight and on weekends, and a late reply means the customer has gone to a competitor.

### WHAT YOU GET

- Chatbots for WhatsApp, Messenger and Instagram
- Smart automated replies in Arabic and English
- Lead follow-up automation
- Ads and forms connected to your CRM
- Automatic alerts and reports for your team

### HOW WE WORK

- **Audit** — We collect the most frequent questions and where replies stall.
- **Design** — Clear reply flows, with hand-off to a person when needed.
- **Connect** — To your channels and your current system.
- **Improve** — We review conversations and refine replies monthly.

# HUE **Labs**

**Testing & experimentation**

A/B tests for ads and content, performance experiments and trend research — so big decisions rest on the results of small experiments.

### THE PROBLEM

Big decisions are made on gut feeling, and the result is discovered only after the whole budget is spent.

### WHAT YOU GET

- A/B testing for creative and messaging
- Ad performance experiments
- Trend research and analysis
- Viral content experiments
- Testing methods built for your brand

### HOW WE WORK

- **Hypothesis** — What we want to prove and how we'll measure it.
- **Experiment** — A small test on a limited budget.
- **Read** — A clear result: what worked and why.
- **Roll out** — The winner moves into the big campaigns.

# Five steps.
# No surprises.

01
### Discover
We learn your brand, audience, competitors and current numbers before we suggest anything.

02
### Strategy
A written plan: the goal, the message, the channels, the budget and how success is measured.

03
### Produce
The specialist units make the content and campaigns to plan and on schedule.

04
### Launch & optimise
We publish, test and improve every week based on numbers, not impressions.

05
### Grow & report
A clear monthly report: what worked, what we'll change and where the next budget goes.

# Two markets we know from the inside.

EG

## Egypt

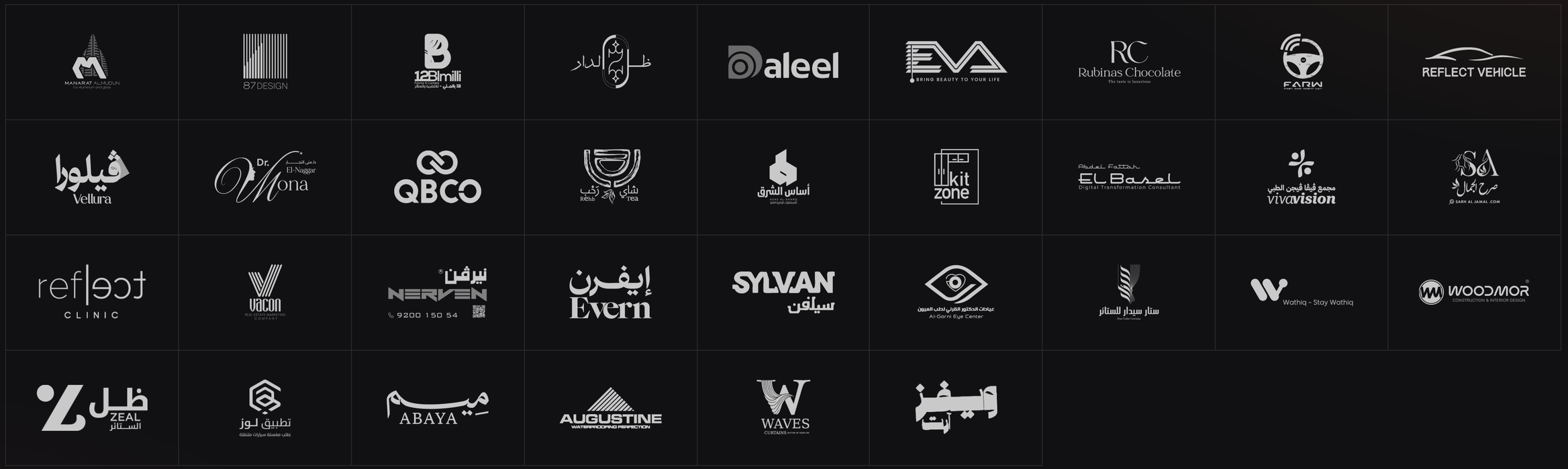
Fast, social-first audiences where the sale often closes on WhatsApp. We plan for reach and for response.

KSA

## Saudi Arabia & the Gulf

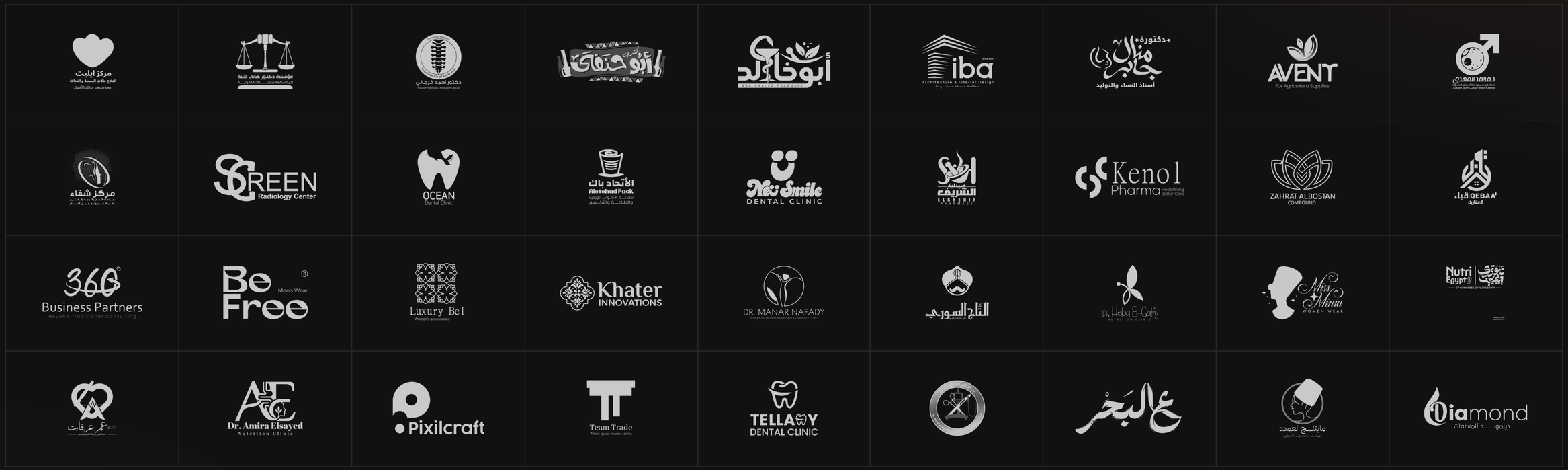
High-expectation audiences on Snapchat, TikTok and X, and brands that need Arabic and English to feel equally native.

# Our clients in Saudi Arabia · 33




A selection of brands that have worked with HUE's units. Names and logos belong to their owners.

# Our clients in Egypt · 36




A selection of brands that have worked with HUE's units. Names and logos belong to their owners.

# Samples of our work.

Short pieces our studio team shot and produced for clients

Sample 01

Sample 02

Sample 03

Sample 04

# 70% of our clients stay with us.

### Since the first project

Seven in ten clients who started with us are still with us today.

### An in-house team

More than 40 people inside the company — we don't hand the core work to freelancers.

### Clear numbers

A monthly report on what worked and what we'll change, so renewals hold no surprises.

OUR IN-HOUSE TOOLS

## We build our own *tools.*

| | |
|---|---|
| **Production booking** | Shoots, studio time and equipment scheduled in one place, with no double bookings. |
| **Publishing & moderation** | Content scheduled across every platform, and audience replies handled from one inbox. |
| **Reporting dashboards** | Campaign numbers in one report you can read at a glance. |

# How we engage

| | |
|---|---|
| **Monthly retainer** | For ongoing work such as social media, paid media and content, with an agreed scope and KPIs. |
| **Fixed-price project** | For defined projects such as brand identity, launches, websites and systems, on a clear delivery schedule. |
| **Media budget kept separate** | Ad spend is paid directly to the platforms from the client's account; our fee is separate and stated clearly. |
| **Full ownership** | Ad accounts, data and final files always belong to the client. |
| **Monthly reporting** | A clear report on what worked, what we'll change and where the next budget goes, with regular goal reviews. |

# Let's start with a clear step.

Tell us where your brand is now and where you want it to be. We'll come back within one working day for a short call, then a written proposal with a plan, scope and clear cost.

| | |
|---|---|
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